

# Behind the Scenes

By REYNOLDS KNIGHT

If shoes are a sign of civilization, we've made it. Shoe production in the United States this year is expected to reach a new record of 600 million pairs. That's about three and a half pairs for everyone, including tiniest toddlers.

The average consumer seems willing to invest fairly regularly in the sense of security that good underpinning gives, even when anxiety about "conditions" slows his purchases in other areas. Shoe retailers are aware of this, but they mention two other factors in their good shoe business: the population increase and the fact that consumer needs have been pretty well filled in several of the "hard goods" lines.

And the shoemen are taking full advantage of the public's willingness to shift purchasing power to certain soft goods: They're offering free parking at both individual shoe stores and at shopping centers; the shoe sales area is being made more roomier and more comfortable; and there is a good deal of emphasis laid on customer service in training sales personnel.

The only problem the retailer has now is assuring the wily consumer that his three and a half pairs this year will last as long as the three and a half he purchased 20 years ago.

**Can Of All Trades**—The steady growth of America's \$1.6-billion metal container industry has been marked by a continuous pouring of new cans combining versatility, handling ease and merchandising appeal.

Recent years have seen the industry particularly concerned with developing cans that would relieve consumers of many of the clumsiest handling problems associated with early containers. Development of cans to be used for either food or non-food products has been a particularly sought-after achievement.

Latest industry contribution

comes from American Can Co., whose new Accu-Pac container has all the attributes of a bottle, yet can't break. It is said to bring a new standard of convenience to consumers. Moreover, the cost to packers will be about 25 per cent less than comparable containers.

The new can is fitted with a non-drip spout and is now being used by packers of both food and non-food products. A major petroleum company has found it a particularly good can for outdoor motor oil. Other uses range from turpentine to liquid shortening.

**Things To Come**—For those who have trouble with their lawn mowers, there is a new colorless liquid for blade painting that prevents grass sticking and slows down rust formation. . . . Anyone looking for buried treasure under as much as 300 feet of water can probably use a new underwater metal detector that has been put on the market. . . . A much roomier and more comfortable; and there is a good deal of emphasis laid on customer service in training sales personnel.

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**Study Stated Of Teenage Recreation**

Commissioner Robert Cramer called for additional recreation for teenagers to be considered in next year's budget at a meeting of the Torrance Recreation Commission Wednesday night.

The present program is very good for children to 12 years old, he said, but there is not much for older children. The commission approved a motion presented by him, which would reconsider the budget to see if the teenage program could be increased.

Teenagers have expressed a desire for a play center and recreation hall. Cramer said, urged that the commission back such a plan.

In other action, the commission recommended that a 30 to 50 foot area for a small snack bar be erected at the side of the Torrance Municipal Plunge.

Commissioner J. H. Pagan reported that the Adult Recreation Center benches are in bad shape, and the commission passed a motion urging that they be painted.

**Shoestring Group to Get Airport Data**

History of Los Angeles International Airport, from its infancy to the proposed expansion provided for in last year's bond issue, will be traced by a speaker at the June 4 meeting of the Shoestring Strip Councilmanic Committee, it was announced today by Harold T. Unander, press chairman.

Jeanette Lindemuth of the public relations staff of the airport department, will speak and will illustrate her talk with sketches of the proposed expansion plans.

Current status of various improvements, now under way or expected to go to contract in the near future, will be read by Councilman John S. Gibson. Herman Eisenbeis, chairman, will preside.

Mrs. Ralph Robertson and her hostess committee, will serve refreshments following the 7:30 p.m. session.

packages; to control the fill valve or head, and to make a continuous recording of net weight.

One large packager of detergents recently estimated that just one-eighth of an ounce average over-filling would cost his company \$100,000 a year.

"With the Avion self-filling fill control system," says R. F. Wehrll, Avion president, "net weight can be maintained within one-quarter of one per cent of total weight regardless of such variables as product density (lumps), uniformity of flow or partial clogging of fill-heads—all in a fraction of a second."

**More for Cigarettes**—Within the next few months cigarette smokers will be paying more for their smokes.

The prospective increase is expected to be about 1 cent a pack. Manufacturers report that the additional cent will help to compensate for higher labor, equipment and materials costs. They cite the fact that the average price per pound of cigarette-type tobacco last year was 5 cents higher than the previous year's average.

An additional reason for the increase, they say, is the extra expenditures for advertising and other types of sales promotion required to meet the competition resulting from the large number of brands today.

In any case, it appears that Mr. Smoker can add \$3 to \$4 to his smoking budget for the year.

**Precise Filling**—One of the problems that has dogged package goods manufacturers for many years has been maintaining net weight within close tolerances despite the variables of containers and high-speed filling operations.

An automatic device that does the job even when the weight of the containers varies widely has just been introduced by the Avion division of AFC Industries, Inc.

This weighing unit can be used alone or in combination with associated equipment, also developed by Avion, to reject under- or over-weight

**Huck Finn Day At Alondra Park Slated June 8**

Alondra Park's annual "Huck Finn Day" has been set for June 8, it was announced yesterday by Norman S. Johnson, director of the Los Angeles County Department of Parks and Recreation.

The program has been scheduled from 9:30 a.m. to 2 p.m., and will be limited to children 15 and under. They may fish free all day. Awards for fishing, and for the Tom Sawyer and Becky Thatcher costumes will be made in to age groups—11 to 15 years, and 10 years and under.

Fishing awards will be made for the largest fish, smallest, and the first limit. Bait will be furnished.

Still believed to be swimming around in the Alondra lake is "Old Finback" the granddaddy of them all, who has eluded angler hooks for more than five years.

The young angler catching "Old Finback" will get a fishing rod and reel. The fish was tagged at the lake several years ago by State Fish and Game authorities.

**Temple Menorah Sisterhood to Elect Monday**

The annual election of Temple Menorah Sisterhood's officers and board of directors will take place at their next regular meeting to be held Monday, May 27, 8:30 p.m., at 112 1/2 N. Catalina, Redondo Beach. The meeting will be presided over by the current president, Mrs. Henry Rappaport.

A nominating committee comprising Mmes. Gene Kaufman, chairman; Matt Ellenberg, Bernard Yeskin, Sydney Siegel and James Berend, will bring in a slate of nominees for consideration by the membership. Other nominations for each office will be accepted from the floor.

Mrs. Edward Sokolski, chairman of the installation committee, has announced that installation of Sisterhood officers will take place Saturday, June 8, 12:30 p.m. with a luncheon at the Elks Club. The installing officer will be Mrs. Reba Colons, former president of Santa Monica Sisterhood. The program will feature Miss Frances Hall, noted folk singer. Persons wishing to attend are requested to make their reservation with Mrs. Sokolski. Hostesses for the Monday night meeting will be Mmes. Stan Lieber, Paul Chaiken, Saul Mann, and Robert Rosenberg.

**Branum Best Bus Driver Officially**

Wayne Branum, employe of the Torrance Unified School District, is the best school bus driver in all of California—and that's official.

Branum, who won first place in the Southern California school bus rodeo recently, automatically became state champion when the winner of the Northern California rodeo failed to top Branum's winning 483 score. The northern winner only missed by one point, however. The man who makes the highest score of a possible 500 points in either of the two rodeos is declared state champion.

A resident at 3139 W. 178th St., Branum was on hand to watch the Northern California competition and to accept the state championship trophy. He has been a bus driver in Torrance for the past five years.

The bus rodeos emphasize safety and provide rigid tests of a driver's knowledge of mechanical and driving requirements, as well as his skill. Branum twice has been runner-up in the Southern California finals.

**Builder Sande Senness Dies**

Funeral services for K. Sande Senness, 56, developer of many homes in Torrance, will be held tomorrow at 10 a.m. at Callahan Mortuary, Los Angeles. He died Thursday of a heart ailment in Good Samaritan Hospital.

As past president of the California Council of Home Builders, the Builders Institute, and founder of the Young Builders Institute, he built many homes in south Torrance, as well as Riverside, Pomona, Compton, Lancaster, and Lancaster. He was semi-retired, but served as president of Homes of Tomorrow, Inc. He recently attended a Torrance Council meeting in connection with some of his business here.

Survivors include his widow, Elizabeth; three stepchildren; three children; and a brother.

**Public Notice**

Torrance Herald-285  
4862  
NOTICE IS HEREBY GIVEN THAT THE CITY OF TORRANCE, CALIFORNIA, INTENDS TO SELL TO THE PUBLIC THE CRUSHED ROCK AND SCREENINGS FOR PAVING ROAD BASE AND UNGRAVELLED ROAD BASE. The material to be sold is located at 1700 Torrance Boulevard, Torrance, California. The material is to be sold in lots of approximately 10,000 tons. The material is to be sold in lots of approximately 10,000 tons. The material is to be sold in lots of approximately 10,000 tons.

**NO HIGH PICKS NEW OFFICERS**

North High School picked its new class officers Wednesday, with run-offs held yesterday, with three offices not decided by a majority vote in the first balloting.

Jim Warnemunde, junior class president this year, will be president of the seniors, while the juniors tapped George Morgan, and sophomore member Ariel Bybee. Nancy Gibson was chosen as Girls' League head and Dave Ladd will hold the Boys' League presidency.

Other news officers include: Seniors—Adelaid Garnica, secretary; Judy Nelson, treasurer; Diana Bybee, Girls' League representative; and Bob Merry, Boys' League representative.

Juniors—Joann Appling, vice president; Charlene MacLacian, secretary; Carole Stevens, treasurer; Shera Gayay, Girls' League representative; and Kenneth Fischer, Boys' League representative.

Sophomores—Nancy Chanda, vice president; Gloria Stinger, secretary; Joyce Sans, treasurer; Sharon Wright, Girls' League representative; and Richard Michna, Boys' League representative.

Girls' League—Julia Pace, vice president; Barbara Zoely, recording secretary; Carolyn Weir, corresponding secretary; Carolyn Businski, treasurer; and Jill Miller, big sister.

Boys' League—Bill Hall, vice president; Paul Grutis, secretary; and Paul Quinn, treasurer.

**Births**

OLGARME—Mr. and Mrs. Frank, 2224 1/2 St. Laurier, Mar. 28, 1936 pm, Ann 9 lb. 12 oz. 15 in. 19 in.

DICKS—Mr. and Mrs. Earl A. 4502 Sunnyview St., son, David Earl, May 10, 7 lb. 12 oz.

ELWICK—Mr. and Mrs. C. H. 1945 Grove, son, Leroy Andrew, 8:04 p.m., May 11, 7 lb. 15 oz.

ELWICK—Mr. and Mrs. C. H. 1945 Grove, daughter, Carol Anne, 12:18 p.m., May 11, 7 lb. 15 oz.

HAWKINS—Mr. and Mrs. R. H. 1218 1/2 St. Laurier, son, Robert, 7:15 pm, May 15, 7 lb. 5 oz.

WINDMUELLER—Mr. and Mrs. Douglas, 1218 1/2 St. Laurier, daughter, Diane Louise, 11:42 pm, May 15, 8 lb. 12 oz.

HARDIN—Mr. and Mrs. George, 2000 Douglas, son, Douglas, 4:30 pm, May 14, 7 lb. 6 oz.

MOORE—Mr. and Mrs. Donald R. 4214 W. 178th St., son, Donald R. Terry, 8:01 am, May 14, 8 lb. 12 oz.

MOORE—Mr. and Mrs. J. H. 1500 W. 178th St., son, James Holmes, 10:50 p.m., May 14, 7 lb. 6 oz.

CHAVEZ—Mr. and Mrs. Silverter, 1218 1/2 St. Laurier, son, Peter, 1:07 pm, May 14, 6 lb. 5 oz.

WIS—Mr. and Mrs. Jesse, 339 Carlton Dr., daughter, Lori Loraine, 1:57 pm, May 14.

HARPER—Mr. and Mrs. Boykin, 1218 1/2 St. Laurier, son, Daniel Thomas, 8:07 pm, May 15, 8 lb. 12 oz.

MILLER—Mr. and Mrs. Robert A. 2762 Lottview Dr., daughter, Helen, 11:42 pm, May 15, 7 lb. 9 oz.

DANIELS—Mr. and Mrs. Donald, 2208 Laddene Ave., son, Lloyd Andrew, 7:20 pm, May 15, 8 lb. 12 oz.

NEELSON—Mr. and Mrs. Joe F. 4621 W. 178th St., son, Joseph, 8:15 am, May 15, 8 lb. 12 oz.

HARR—Mr. and Mrs. Donald, 4142 W. 178th St., son, Donald, 11:19 pm, May 15, 8 lb. 12 oz.

DANIELS—Mr. and Mrs. Harry W. 25300 Feijoa St., son, Larry Wayne, 11:04 am, May 22, 7 lb. 3 oz.

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**The Torrance Herald**

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DOG - Female, German Shepherd, grey, black nose, white chest, dark brown collar, black and white, uncropped ears. Vicinity Torrance Boulevard and Scripps. FA 8-5300

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